



# HR**evolution**

*Reflect. Change. Evolve.*

AFFILIATE OF  
**SHRM**<sup>®</sup>  
SOCIETY FOR HUMAN  
RESOURCE MANAGEMENT

## Defining and Communicating your Personal Brand

To help your career and your  
organization grow!

Your personal brand is more than your reputation. It's a value proposition that helps companies evaluate whether or not to recruit, hire, develop and retain you—and also whether or not people want to work with you, or at your company. Your personal brand is an important aspect of your career, and impacts everything!

## The Future of HR

4 Strategies to Meet Business  
Challenges & Deliver Maximum  
Impact on Results!

To thrive in the business environment of the future, the competencies and capabilities of HR professionals must evolve. HR Leaders must know the business, focus strategically, solve business problems and understand how to influence change in order to effectively align the HR strategic plan, establish key relationships and drive maximum impact on results!



**Jennifer McClure** is an entrepreneur, keynote speaker, leadership success coach, and former HR executive who works with business leaders to build their influence, think strategically, and create maximum positive impact at work and in life. As a top-rated international speaker and CEO of Unbridled Talent, Jennifer is recognized as an influencer and expert on strategic leadership and innovative people strategies, and she's delivered programs to over 50,000 people around the world.

**When: May 1st—3rd, 2019**

**Where: Fairmont Hot Springs, Anaconda, MT**

**Register today at: [Montana.SHRM.org/2019-Conference](http://Montana.SHRM.org/2019-Conference)**